

ORDER



Orders	Order / Rev:	108459	
Alt Order #:			
Product Desc:			
Estimate:	Est 3178		
Flight Dates:	11/01/12 - 11/05/12		
Original Date / Rev:	10/31/12 / 10/31/12		
Order Type:	GENERAL		
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	Strategic Media Placement, Inc.	
	Buying Contact:		
	Billing Contact:		
	7669 Stagers Loop		
	Delaware, OH 43015		
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	Heck, Joe for Congress	
	Demographic:	A25-54	
	Product Codes:	PLC02	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
	New Business Thru:		
	Order Separation:	00:05:00	
	Advertiser External ID:		
	Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Totals		Rating		
			Month	# Spots			
10/29/12	11/05/12	17	\$43,350.00	\$36,847.50	0.00		
			November 2012	17	\$43,350.00	\$36,847.50	0.00
			Totals	17	\$43,350.00	\$36,847.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	11/01/12	11/05/12	M-F Early News	CM	5-630p	M - TF -	1:00	3	\$2,400.00	1	0.00	NM	3	\$7,200.00
				M-F Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M - TF -		3	\$2,400.00			0.00					
N 2	KSNV	11/01/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	M - TF -	1:00	3	\$2,400.00	1	0.00	NM	3	\$7,200.00
				M-F News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M - TF -		3	\$2,400.00			0.00					
N 3	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	----- SS	1:00	2	\$2,200.00	1	0.00	NM	2	\$4,400.00
				Sa-Su News 3 at Eleven											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	----- SS		2	\$2,200.00			0.00					
N 4	KSNV	11/03/12	11/04/12	News 3 Today - SATURDAY	CM	9am-930am	----- S-	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				News 3 Today - SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	----- S-		1	\$1,000.00			0.00					
N 5	KSNV	11/03/12	11/04/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1:	----- S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
				Law & Order (LF)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	----- S		1	\$90.00			0.00					
N 6	KSNV	11/03/12	11/04/12	Saturday Today	CM	7a-9am	----- S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
				Saturday Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	----- S-		1	\$1,250.00			0.00					

Order / Rev: 108459
 Alt Order #: _____
 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Heck, Joe for Congress
 Product Desc: KSNV
 Estimate: Est 3178

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	1:00	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/01/12 11/07/12 -----S 1 \$3,600.00 0.00															
N 8	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/01/12 11/07/12 -----S- 1 \$2,400.00 0.00															
N 9	KSNV	11/04/12	11/04/12	NFL End of Game Break	CM	1p-9p	-----S	1:00	1	\$16,000.00	1	0.00	NM	1	\$16,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/01/12 11/07/12 -----S 1 \$16,000.00 0.00															
N 10	KSNV	11/04/12	11/04/12	Dateline AN Dateline NBC AN	CM	12-3am	-----S	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/01/12 11/07/12 -----S 1 \$90.00 0.00															
N 11	KSNV	11/01/12	11/05/12	Today-AN Today-AN	CM	205a-304a	M- TF- -	1:00	2	\$60.00	4	0.00	NM	2	\$120.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/01/12 11/07/12 M- TF- - 2 \$60.00 0.00															

Totals 17 \$43,350.00